

Claims

1. A pressure-sensitive adhesive article composed of  
5 a support in sheet or strip form coated on at least one side at least partly with a polyacrylate-based pressure-sensitive adhesive, characterized in that the pressure-sensitive adhesive comprises at least one polyacrylate block copolymer that has a succession of hard polymer blocks [P(A)] having a glass transition temperature of not more than 10°C and of soft polymer blocks [P(B)] having a glass transition temperature of more than 10°C.  
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- 15 2. The pressure-sensitive adhesive article of claim 1, characterized in that the block copolymer has at least one triblock structure P(A)-P(B)-P(A) and/or P(B)-P(A)-P(B).
- 20 3. The pressure-sensitive adhesive article of claims 1 or 2, characterized in that the block copolymer additionally has functional groups at least of a type which behave inertly in a free-radical polymerization reaction and contribute to an increasing cohesion or are suitable for subsequent crosslinking of the pressure-sensitive adhesive.  
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4. The pressure-sensitive adhesive article of one of claims 1 to 3, characterized in that the support on the side facing away from the pressure-sensitive adhesive has been provided at least partly with a release coat.  
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- 35 5. The pressure-sensitive adhesive article of one of claims 1 to 4, characterized in that the support on the side facing away from the pressure-sensitive adhesive has been provided at least partly, and preferably in a region opposite the

pressure-sensitive adhesive, with an adhesion-promoting primer.

6. The pressure-sensitive adhesive article of one of  
5 claims 1 to 5, characterized in that it is formed  
in sheet form as a pressure-sensitive adhesive  
sheet and is situated within a pad, especially a  
notepad, comprising at least two pressure-  
sensitive adhesive sheets lying one atop another.  
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7. The pressure-sensitive adhesive article of one of  
claims 1 to 5, characterized in that it is in the  
form of a strip rolled onto a core.
- 15 8. The pressure-sensitive adhesive article of one of  
claims 1 to 7, characterized in that the support  
is composed of paper, preferably of white,  
transparent, colored, printed or graphics paper.
- 20 9. The pressure-sensitive adhesive article of one of  
claims 1 to 8, characterized in that the block  
copolymer has an orientation in a preferential  
direction, the refractive index measured,  $n_{MD}$ ,  
being greater than the refractive index  $n_{CD}$   
25 measured in a direction perpendicular to the  
preferential direction, and the measured  
difference  $\Delta n = n_{MD} - n_{CD}$  amount to at least  $1 \cdot 10^{-5}$ .